



Manager, Destination Development

Position Overview

Reports to: Director, Business Development
Full time hybrid
Kamloops, BC

Posting Date: February 24, 2026
Close Date: March 29, 2026

The Destination Development Manager is a key role with Tourism Kamloops. The position is responsible for generating new ideas and excitement around them. This position takes a leadership role in creating a more vibrant and interesting Kamloops for both visitors and locals alike. The portfolio spans from placemaking activities to full fledged iconic attractions and everything in between. Kamloops is poised for growth, and this position has a real opportunity to make an impact by adding thoughtful and well-planned experiences and attractions people will benefit from for years to come.

If you are a strong project manager and relationship builder who thrives in collaborative environments, we would love to hear from you. If you can bring structure to complex initiatives, work confidently with diverse interest holders, and are motivated to identify opportunities that elevate Kamloops as a remarkable place to live, invest, and experience, then this could be perfect for you.

Duties + Responsibilities

Destination Development & Strategy Implementation

- Support the creation, management, and execution of initiatives identified in the organization's strategic plan and annual business plan.
- Research and identify new destination development opportunities and present recommendations to senior leadership.
- Monitor and evaluate project progress to ensure timelines, budgets, and quality standards are met.
- Procure, evaluate, and manage contractor proposals and agreements in alignment with project objectives.
- Collect and analyze relevant market data to support benchmarking and performance measurement.

- Conducts targeted sales calls, familiarization tours, and hosted experiences to build relationships and secure meetings with qualified business development partners.
- Represents Tourism Kamloops on relevant boards, committees, and working groups aligned with business attraction and destination development objectives.

Budget & Funding Oversight

- Manage, and monitor the annual development budget.
- Seek and leverage grant funding and strategic partnership opportunities where appropriate.

Interest Holder Engagement & Relations

- Build, manage, and maintain strong relationships with tourism industry partners, government interest holders, and community organizations, including Destination BC, Venture Kamloops, Sc.wéniwen Economic Dev, City of Kamloops, Tk'emlúps te Secwépemc, and related public and private sector agencies.
- Establish relevant working groups and steering committees.
- Provide information and guidance to interest holders on tourism development opportunities.
- Represent Tourism Kamloops at industry events, workshops, and community forums to strengthen relationships and foster collaboration.
- Participate on development related panels and provide media interviews.

Internal Collaboration & Organizational Support

- Work cross-functionally with internal departments to ensure cohesive alignment of development initiatives with marketing and brand strategies.
- Contribute to the planning and execution of Tourism Kamloops-led events.
- Support sustainability and Equity, Diversity, and Inclusion initiatives.
- Engage with organizational platforms such as Asana, Slack, Outlook and Simpleview CRM to support data integrity and collaboration.
- Perform other duties as assigned by the Director or CEO.

Experience & Skills

- Minimum 5 years' experience in development, or related tourism-focused roles.
- Proven project management experience, including planning, execution, and monitoring of multi-interest holder initiatives.
- Strong relationship-building, negotiation, and communication skills.
- Experience managing budgets and working with funding or partnership models.

- Highly organized and able to manage multiple priorities in a fast-paced environment.
- Comfortable working both independently and collaboratively within a small, goal-oriented organization.
- Appetite for innovation, emerging technology, and evolving tourism trends.
- Valid Class 5 Driver's License and reliable transportation to attend interest holder meetings and events.

What's in it for You?

- Competitive salary: \$60,000 - \$80,000/year based on experience
- A comprehensive benefits package and wellness credits to keep you happy and healthy.
- A flexible work model that supports high performance, while balancing the importance of personal priorities.
- Monthly team adventures that build connection and highlight the best of Kamloops.
- A collaborative, flexible, and forward-thinking work environment where innovation and passion are celebrated.
- Opportunities to grow, learn, and contribute to exciting projects that showcase Kamloops to the world.

Ready to Apply?

If this sounds like the perfect role for you, send your resume and cover letter to careers@tourismkamloops.com by March 29, 2026.

Tourism Kamloops' environment and culture promote flexibility for thoughtful, purposeful, and innovative work. Opportunities for project-based work outside the scope of this job description may occur and are encouraged, should it feed your passions, interests, and facilitate ongoing workplace learning.